

House Tourism and Outdoor Recreation
Committee
9.6.17 12:00 PM

House Office Building Room 326
124 North Capitol Avenue
Lansing, MI 48933

Kim Lindsey-Feagin - Bosch
Committee Testimony

Madam Chairperson, Honored Committee members, my name is Kimberly Lindsey-Feagin. I am the Government and Community Relations manager for Bosch and on behalf of Bosch, I am here today in support of House Bill 4782.

The Bosch Group is a leading global supplier of technology and services.

We have 440 subsidiaries and regional companies in some 60 countries and employ roughly 390,000 associates worldwide, with a sales revenue in 2016 of 80.9 billion dollars.

In North America, Bosch has 32,800 associates with sales of \$13.7 billion dollars and ^{CLOSER} closer to home, in Michigan, Bosch has just over 3600 associates in thirteen locations including its NA Automotive headquarters in Farmington Hills. Bosch has maintained active operations in Michigan since 1983.

Our operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods and Energy

and Building Technology. Many of you may be familiar with our consumer goods products such as our power tools and home appliances.

Within our Mobility Solutions business sector, Bosch manufactures eBike systems for bicycle manufacturers in North America and Europe. Our systems are available on with over 70 world-class brands and a wide variety of bicycle types, urban commuter, trekking, mountain, fat-tire, and cargo bikes. Bosch is Europe's market leader in pedal-assist electric bike technology. The inception of our ebike business began in Europe in 2009 and in 2014 Bosch began distribution of its eBike Systems in the United States. This year our CA-based Bosch eBike Systems group earned Bosch a Silver designation by the League of American Bicyclists as a Bicycle Friendly Business.

Bosch believes with the growing trend of urbanization where personal automobiles ownership will be burdensome and costly, and the emergence of smart cities and bike-share programs, the eBike market is poised for continued growth.

Bosch has partnered with organizations such as Bicycle Product Suppliers Association, PeopleForBikes and League of Michigan

Bicyclists to increase awareness of the benefits of eBikes and advocate for a clear definition in the Michigan Vehicle Code necessary to remove ambiguous language in the description of electric bicycles bikes which creates significant confusion for manufacturers and consumers and ultimately inhibits sales.

Pedal-assist electric bikes are a safe and convenient form of travel.

E-bikes resemble traditional bicycles in both appearance and operation, and do not operate similarly to mopeds, scooters and other motorized vehicles. Clarifying the definition of electric motor-assisted bicycles and updating the regulations so that certain low-speed electric bicycles may be used much like regular bicycles will: increase constituents' health and wellness; provide mobility options for people with disabilities; replace car trips with environmentally-friendly transportation options; reduce reliance on cars and gasoline; and create measurable financial benefits for individuals, families, and businesses.

House Bills 4781, 82 and 83 simply recognize electric-assist bicycles for what they essentially are: bicycles that conform to the federal definition of an ebike as given by the Consumer Product Safety Commission. Bosch recommends that the state

encourage and support legislation which defines an e-bike following this federal precedent.

Bosch supports establishing safe, flexible and consumer-friendly regulation for the Michigan electric bicycle market that enables a new range of commuting possibilities for residents desiring a greener, healthier transportation ecosystem, thus respectfully urges the Committee to advance these bills before you today.

Bosch is grateful for the opportunity to share its perspective relative to the regulations pertaining to electric bicycles. It is our hope that Michigan joins a growing list of states such as Illinois, California, Tennessee, Arkansas, Colorado, and Utah in passage of this type of legislation.

Bosch commends the Committee for its leadership and its interest in this matter.

Thank you for your time and attention.

Moped vs. Pedelec

eBike = Sustainable Mobility Solution



RBNA/GOV | 9.6.17 | © 2017 Robert Bosch LLC and affiliates. All rights reserved.



BOSCH

Moped vs. Bosch Pedelec (eBike) System

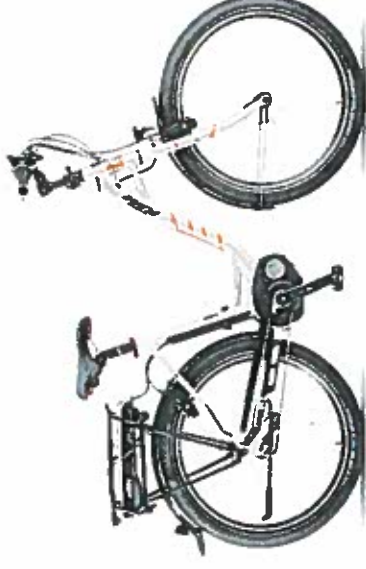
Moped



Primary drive: electric motor

1. Pedaling is optional
2. Pedaling typically used as backup in case of low battery or motor failure

Pedelec



Primary drive: human pedaling

1. Pedaling is required
2. Motor only assists human power when system turned on
3. Pedal assist speed is governed; gravity or rider pedaling can exceed eBike system speed

A bicycle equipped with a Bosch eBike System is a bicycle

**BOSCH**